

Wyk Air Photography UK Questionnaire



Client Summary

- What business/industry are you in?
- Are you well-established or a start-up?
- What are your main products and/or services?
- Who's your target audience?
- Why do they buy what you sell?

Objective

- What's the product or service you are promoting?
- Is it a new product/services or are you creating new assets for something existing?

Mood/Style

- What's the creative purpose of these photos?
- What's your vision?
- How do you want these photos to feel?

Budget

- What's the budget for this project?

• Specifics

How many images do you want to get out of the shoot overall?

- How long do you expect they'll be in the market for: 3 months, 12 months, forever?
- Where do you envision the shoot taking place – on location or in a studio?
- How many days do you anticipate it will take?
- Do you need models or specific props and, if so, who's responsible for casting and sourcing?

Wyk Air Photography UK Questionnaire

- If required, do you have a preferred hair and make-up artist and/or stylist?
- Delivery-wise, when do you need to receive your images?
- What format do you need for files delivered in?
- Will you require just a basic clean up on the images or are you looking at more complex creative retouching?
- It's critical to share as much info as you can to make sure the photographer and their team can deliver what you need.